38. (Original) The scanning device of claim 36, wherein each layout has at least one codeword that is different to at least one codeword of at least one other layout.

39. (Original) The scanning device of claim 36, wherein each layout has at least one codeword that is identical to at least one codeword of at least one other layout.

40. (Original) The scanning device of claim 36, wherein each codeword is formed from a number of data elements arranged in accordance with a respective sub-layout.

41. (Original) The scanning device of claim 40, wherein the data elements are arranged such that each data element has a unique position.

42. (Original) The scanning device of claim 41, wherein the positions of the data elements of respective sub-layouts are interleaved.

43. (Original) The scanning device of claim 1, the coded data being disposed on or in a substrate in accordance with at least one layout, the layout having at least order n rotational symmetry, where n is at least two, the layout encoding orientation-indicating data comprising a sequence of an integer multiple m of n symbols, where m is one or more, each encoded symbol being distributed at n locations about a centre of rotational symmetry of the layout such that decoding the symbols at each of the n orientations of the layout produces n representations of the orientation-indicating data, each representation comprising a different cyclic shift of the orientation-indicating data and being indicative of the degree of rotation of the layout.

44. (Original) The scanning device of claim 43, wherein each coded data portion has a plurality of codewords arranged in accordance with a respective layout, the plurality of codewords being indicative of the identity of the product item.

45. (Original) The scanning device of claim 44, wherein the coded data includes a /JG/ plurality of layouts of two or more layout types, each layout encoding its layout type.

46. (Original) The scanning device of claim 45, wherein each layout encodes a distributed codeword wherein fragments of the distributed codeword are distributed between